15:37



March 6, 1996

G. H. MOULTON Key Account Manager

6500 Jericho Turripiko, Sulto 207 Commack, NY 11725 516-499-0254 Fax 516-499-0572 Voice Mall 800-757-8255 Ext. 46956

To:

New York Metro ROU

(For Divisions 1221, 1224, 1225, 1229

Subject: RX Place Drug Mart - Promotions

(ID #1153 00 00)

Mr. Brian Resnevic, Buyer has placed an extra order of Winston and Salem for delivery to all stores the week of March 25th. Product will be couponed at Stomel at 20¢ off a pack.

In contacting the store, please ensure product is placed in our counter display for maximum visibility.

As information, this chain has accepted Doral Box, with initial distribution the week of April 1st. 4 cartons will be couponed at 30¢ off a pack and an additional 3 cartons will be shipped as backup (without coupons). As movement occurs, please ensure product is ordered.

Thank you for your assistance.

Sincerely,

George H. Moulton

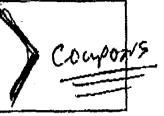
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SC PA 1244 RSM **RBM** 

"We work for smokers."

## RX PLACE DRUG MART SPECIAL PROMOTION \$.20 OFF PACK CAMEL AND WINSTON



THE FOLLOWING IS AUTHORIZED FOR SHIPMENT THE WEEK OF MARCH 25, 1995 AND SHOULD BE COURSE STICKERED AT THE ABOVE VALUE BEFORE SHIPMENT TO ALL STORES: COUPONS

WINSTON KING	3
WINSTON BOX	2
WINSTON LT KING	2
WINSTON 100	1
WINSTON LT 100	1
CAMEL LT	2
CAMEL LT BOX	2
CAMEL FILTER	1
CAMEL FILTER BOX	<u>1</u>

TOTAL

BRIAN RESNEVIC

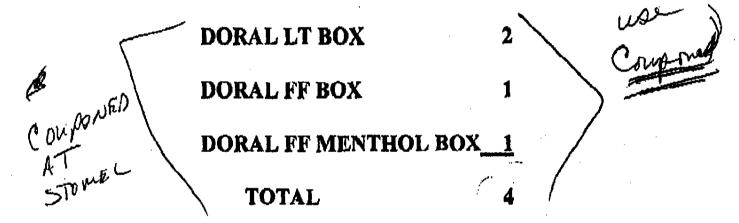
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PLACE For COUNTRIR DISPLAY

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## **RX PLACE DRUG MART** DORAL BOX \$.30 OFF A PACK Cou INTRODUCTORY OFFER (4 CARTONS PER STORE)

THE ABOVE PROMOTION IS AUTHORIZED FOR SHIPMENT TO ALL STORES THE WEEK OF APRIL 1, 1996 AND SHOULD BE PACKED AS **FOLLOWS:** 



IN ADDITION, THE FOLLOWING NON PROMOTED CARTONS ARE AUTHORIZED FOR SHIPMENT:

DORAL LT BOX	1
DORAL FF BOX	1
DORAL FF MEN. BOX	1
TOTAL	3